

Q U A R T E R L Y n c UPDATE F A L L 2 0 0 3

TRAVEL & TOURISM

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NORTH CAROLINA

DIVISION OF

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DEVELOPMENT.

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DIVISION OF TOURISM PRODUCES NEW TV COMMERCIALS

The NC Division of Tourism is in the process of creating three new television commercials showcasing the state's beautiful mountains, heartland and coast, outdoor activities and scenic beauty. They were shot in various locations around the state, including Lake James, Grandfather Mountain, Pisgah National Forest and the Fort Fisher area along the state's scenic coastline. They will replace the spots that were shot more than eleven years ago when they debut in March on national cable networks as part of the Division's spring advertising campaign. The Division's advertising agency, Loeffler Ketchum Mountjoy, is producing the spots.

The commercials, which will be unveiled in Spring 2004, will debut on national and regional cable networks.

Members of the North Carolina film community provided the crew base for the production and equipment rentals. The majority of the crew and labor involved in the shoot were from North Carolina communities, including Wilmington, Charlotte and the Asheville area.

The new commercials will dramatically present the incredible beauty of North Carolina and will help the state's \$12 billion travel industry continue to grow aggressively and produce increased revenue and jobs for NC residents. In recent years, North Carolina has steadily climbed to become the sixth most visited state in the US, an accomplishment that makes all North Carolinians proud.



Governor Mike Easley presents a gift to commemorate North Carolina welcoming NEXTEL as the new sponsor of what has been known as the Winston Cup Series of NASCAR racing.

DIVISION WINS ODYSSEY AWARD AT TIA'S MARKETING OUTLOOK FORUM

The Travel Industry Association of America (TIA) presented an Odyssey Award to the NC Division of Tourism for its "10 Reasons to Visit NC" campaign. The Odyssey Awards, which were presented at TIA's Marketing Outlook Forum in Austin, TX, recognize excellence in achievements in travel promotion and public and community service. The program outlined 10 selling points attractive to the German market in order to increase the leisure travel base for the region. Through this program, the Division was able to increase general consumer inquiries by 15 percent in the market and increase its product in European tour operator catalogues by 20 percent.



MARK YOUR CALENDARS FOR GOVERNOR'S CONFERENCE 2004!

Planning is underway for the 2004 NC Governor's Conference on Tourism, which will be held April 5-7, at the Westin Hotel in Charlotte. The conference will again feature internationally known and respected speakers as they address hundreds of members of North Carolina's tourism industry on timely and informative topics. Attendees will receive information on the latest trends and forecasts, as well as participate in breakout sessions and round table discussions on topics that will help expand business. To receive pre-registration information, visit www.nccommerce.com/tourism/govconf.



MESSAGE FROM THE EXECUTIVE DIRECTOR

HERITAGE TOURISM: AN INTEGRAL PART OF NORTH CAROLINA

by: Lynn Minges, Executive Director



It is well known that visitors who enjoy cultural and heritage attractions stay longer and spend more. Because of this, heritage tourism has become a growing and lucrative market segment that holds great promise for our industry's future. It is not surprising that many destinations have embraced this popular trend, and it is not by chance that heritage tourism is incorporated into everything we do at the Division to promote the state as a travel

destination. Every familiarization tour, media itinerary, publication, Internet experience and general interest program targeted at both the domestic and international market reflects our recognition that heritage tourism has evolved into the fastest-growing segment of the travel market.

Without a doubt, North Carolina has the natural scenic beauty, rich history and unique cultural attractions that have drawn, and continue to draw, heritage tourists from all over the world. According to the 2003 *Historic/Cultural Traveler*, produced by the Travel Industry Association of America (TIA) and *Smithsonian Magazine*, North Carolina ranks among the top 10 states visited by historic/cultural tourists. This particular study also indicated that 81 percent of US adults who traveled in the past year are considered historic/cultural tourists and that they spend more on their vacations compared to the average US trip (an average of \$623 versus \$457, excluding the cost of transportation).

Time and time again, we have emphasized the value of our heritage attractions to potential visitors to our state. We have used the history of man's first flight, the Civil War battles that took place in our state, and the unique culture of places such as Old Salem, Cherokee, Seagrove, and the Biltmore Estate. The natural wonder of unique places such as Chimney Rock Park, the Cape Hatteras and Cape Lookout National Seashores, and the Blue Ridge Parkway have also lured millions of visitors and garnered world-wide media attention. Recently, the state of North Carolina was recognized with a TIA Odyssey Award for the international promotion of our heritage.

With the rich heritage and cultural resources across the state, we have invested heavily in the continued development of our heritage tourism product in North Carolina. In fact, one-third of our staff is now comprised of heritage tourism officers who focus solely on developing and expanding this tourism product in our state. They have helped to spur the introduction of significant heritage projects, such as the Blue Ridge National Heritage Area that has been officially designated in our mountain region, bringing additional investment in the rich culture and history of the area.

One of the most significant Heritage Tourism programs to come to fruition this year is the Civil War Trails project, which will create a vast tour of historically significant locations within our state and combine them with similar trails in neighboring states (see related story). The Division is currently working with several other partners to implement the project, which is financed by a \$1.3 million grant from DOT's highway enhancement fund.

But the Civil War is just one area of focus for our heritage program this coming year. Other areas include our Native American, African American and Scots-Irish heritages, as well as arts and crafts, food and wine, music, gardens, "agritourism," maritime and motorsports. Also, partnerships with other organizations such as the North Carolina Arts Council, the Department of Cultural Resources, Handmade in America, and numerous other agencies and organizations, will help to ensure that we continue to develop and promote our state's rich heritage.

With so much to offer the cultural and heritage tourist, we continually strive to develop and support sustainable efforts to protect, preserve and promote North Carolina's natural, historic and cultural resources. After all, our unique heritage attractions are a key part of what makes North Carolina "a better place to be."



Lynn D. Minges
Executive Director

CIVIL WAR TRAILS UPDATE

Phase One of the North Carolina Civil War Trails project, which will open the state's landscape as an "outdoor museum" displaying various Civil War locations, is well underway. The project, financed by a \$1.3 million Transportation Enhancement Grant, will join North Carolina to similar successful programs in Virginia, Maryland and parts of Pennsylvania and West Virginia. The NC Division of Tourism is partnering with the NC Department of Cultural Resources, NC Department of Transportation and Virginia Civil War Trails, Inc. to create and implement the project. Through the first phase, a series of signs marked with the distinctive, directional red, white and blue bugle logo of the Civil War Trails system will be placed at the actual location of the event being interpreted on the sign. To date, over 31 jurisdictions have identified 91 sites for inclusion on the trail. The first signs, which will make up "The Carolina's Campaign: The End of the War," are scheduled for installation in April 2004, and the brochure of "The Carolina's Campaign" will be ready for distribution in early 2005. For more information on the Civil War Trails, visit www.civilwartraveler.com.



HERITAGE TOURISM UPDATE

One of the fastest growing market segments in our industry, Heritage Tourism is defined as travel that is motivated by a desire to experience the authentic natural, historic and cultural resources of a community or region. Because North Carolina's natural scenic beauty, rich history and unique cultural attractions have always been the core of the state's tourism industry, the Division of Tourism continues to stress the importance of its Heritage Tourism Officers and their ability to provide sustainable development in this area. Their efforts have helped to make North Carolina one of the top states visited by historic/cultural tourists, and they have worked hard to develop programs like the NC Civil War Trails and the Blue Ridge National Heritage Area, which was recently funded. Here are some of the recent and continuing efforts of the Division's nine Heritage Tourism Officers.

Ginny Culpepper
North Carolina's Northeast
252-482-1585
ggculpepper@datalinkc.com

- The Heritage Tourism Officers continue to play a major role in developing the North Carolina Civil War Trail. This nationally recognized heritage tourism attraction partners North Carolina with Virginia, Maryland, West Virginia and Pennsylvania, to open the landscape as an outdoor museum by using interpretative signage. The initial phase covers Salisbury East, highlighting "The Carolina's Campaign: the End of the War." There will be approximately 95 signs installed in May 2004, and 26 of the designated sites are located in North Carolina's northeast.
- Ginny is working with the Northeast Partnership to lobby and promote the passage of *House Resolution 2925*, which would have North Carolina's northeast region designated as a National Heritage Area.
- Ginny produces and distributes the *Heritage News Watch* bimonthly newsletter to promote events and attractions found in North Carolina's northeast.
- Efforts are underway to develop the next piece in the series of North Carolina's heritage brochures – *Maritime Heritage in North Carolina's Northeast*. This one joins *African American Heritage in North Carolina's Northeast*, *Civil War Heritage in North Carolina's Northeast* and *Aviation Heritage in North Carolina's Northeast*.
- Several sites in the Northeast are under consideration for being placed in the National Underground Railroad Network to Freedom Trail. Ginny is working with the Edenton, Plymouth and Perquimans County sites to connect them with the newly added Dismal Swamp.

Bert Felton
Brunswick Town State Historic Site
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Brunswick@vol.com

- Proposed Civil War Trail sites in the Southeast include Fort Fisher, Fort Anderson, Fort Pender (Southport) and the Kenansville Sword Factory.
- The NC Maritime Museums are working on a Maritime Trail Project that will include several of North Carolina's lighthouses; including the most recent to be released from the care of the US Coast Guard and be turned over to the local community — the Oak Island Lighthouse.
- Also, a new historical timeline display at the Brunswick Town/Fort Anderson State Historic Site (Brunswick County) is on target to be opened during the first quarter of 2004.

LuAnn Joyner
Historic Hope Plantation (Windsor, Bertie County)
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hopeplantation@coastalnet.com

- Archaeologists are investigating the culture of the African American population on historic Hope Plantation during the colonial and early Federal periods. The findings will be of particular importance in the understanding of African American history because they will provide information on a culture with few written records.

Kay Mitchell
Murfreesboro Historical Association
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histassn@albemarle.net

- Upcoming programs for Spring 2004 will focus on the civilian experiences and conflicts that occurred behind the lines in northeastern North Carolina during the Civil War. Kay is currently gathering information including family events, special tours, performances and lectures relating to the Civil War home front. The information will be used by the Historical Association to attract a wide audience base of all ages, genders, cultures and interests.

Kaye Myers
Advantage West
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kmyers@awnc.org

- Grant money in the amount of \$750,000 has been made available to create the Blue Ridge National Heritage Area in western North Carolina.
- Kaye is managing Friends of Mountain History, a local organization that provides education, funds and professional resources to heritage and cultural groups in 24 counties in western North Carolina. She is also helping to facilitate the group's Mountain Heritage resource programs.

Wade Nichols
North Carolina's Northwest Piedmont
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- Wade is working with the North Carolina Arts Council, NC Cooperative Extension Office and HandMade in America to coordinate new programs showcasing rural counties with "agri-cultural" tourism packages designed with local teams from Cooperative Extension, arts, tourism and farm interests. The Yadkin Valley wine region is centered here and is energizing interest in developing new products and a broader range of services for the tourism market.

- The 250th anniversary of the settlement of present-day Winston-Salem by Moravians has inspired the Wachovia Tract Heritage Area partnership to develop new programs for tourism and education that draw upon the 250 years of history.
- The Celebration of Craft will begin in 2004 with the 40th anniversary of Piedmont Craftsmen Inc.
- In September, the National Park Service officially certified a 3-mile stretch of trail along the Yadkin River as an important part of the Overmountain Victory Trail, a key Civil War attraction.
- Also of note are the opening of the Cooleemee Historical Association's Mill Family Life Museum and the re-opening of the public park at Boone's Cave on the Yadkin River.

LuAnne Pendergraft
Newbold-White House (Perquimans County & Historic Hertford)
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pendergraft@inteliport.com

- Construction at the Newbold-White House's unique 18th century boat, the *Periauger*, is underway at the North Carolina Maritime Museum in Beaufort. It is on schedule to be completed May 2004.
- Historic Hertford recently celebrated the installation of historic lights and new brickwork and streetscape elements at the town's official "Illumination Ceremony."
- Perquimans County is receiving assistance from the National Parks Service to help in the development of a greenways and blueways plan to provide for a network of land and water-based trails for the area.
- Perquimans' new web portal at www.visitperquimans.com has been completed and will serve as an effective marketing tool for the community.

Ron Ruehl
Smoky Mountain Host
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- Cherokee heritage has been at the forefront recently as Heritage Tourism has been working with the Cherokee Cultural Office to record a video featuring Cherokee elders as they present their stories about growing up in western North Carolina, and their perspectives on the "Trail of Tears" and other Cherokee-related matter. Efforts are also being made to promote the Cherokee Heritage Trail with a video news release.
- A Scottish heritage trail in western North Carolina is in the development stages. North Carolina's Scots and Scots-Irish heritage is significant because North Carolina has the largest population of Scottish ancestors in the US.
- A Blue Ridge Music Trail for the NC Division of Folklife is also under development, with a video news release for broadcast television and a new guidebook in the works.

Leesa Sutton
Haywood County TDA
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lsutton@smokeymountains.net

- With the recent passage of legislation designating the 25 western counties of the state as the Blue Ridge National Heritage Area, heritage tourism development activity in the Smoky Mountain region is accelerating.
- Leesa is also actively involved in the development of the Swain County Heritage Museum, which will be housed in the old Swain County Courthouse.

SALES AND TRADE DEVELOPMENT UPDATE

SEVERAL LEADS GENERATED AT ROYAL INTERNATIONAL AIR TATTOO

As part of the Royal International Air Tattoo Show in July, at RAF Fairford in London, the NC Division of Tourism, along with five tour operators and industry partners, succeeded in producing additional bookings to North Carolina. As a direct result from the show, tour operators supplied consumers with 15 quotes, resulting in over \$25,000 worth of bookings.

During a 12-day visit to London, Kumi Anzalone, sales and trade development manager with the Division, joined Yolanda Fletcher from Cellet Travel Services to conduct sales calls



Sales & Trade Development Manager Kumi Anzalone meets Prince Phillip at the Royal International Air Tattoo.

and media interviews highlighting destinations across the state. A luncheon was also hosted at the Royal Aeronautical Society in London, drawing 15 members of the British media. For more information on the air show, go to www.airtattoo.intheuk.com.

NC MASTERS CHALLENGE SCHEDULED FOR MARCH

The NC Division of Tourism is sponsoring a golf competition in the UK in which players are eligible to win a holiday in North Carolina. The NC Masters Challenge, scheduled for March 7-12, 2004, is open to every player in Great Britain, male and female, but all must go through a qualifying round and a regional competition. Prizes include a five-night golf holiday in North Carolina, with rounds at Pinehurst, Tanglewood and Rocky River golf courses, a VIP visit to the US Masters in Augusta and state-of-the-art golf clubs and equipment. The competition has generated over \$500,000 worth of PR coverage to date and will allow the Division access to a database of over 60,000 UK golfers. For more information on the competition, visit www.ncmasters.co.uk.

NTA MEETING BRINGS MORE EXPOSURE

The National Tour Association brought nearly 3,000 tour operators, tour suppliers and trade media to the state when it held its annual meeting in Charlotte in November. The opening evening event, hosted by the state's tourism industry, featured "A Drive Through North Carolina," with destinations offering delegates a chance to participate in themed activities from across the state. In addition to the five-day convention schedule, more than 140 tour operators and suppliers joined pre and post familiarization tours, visiting the mountains, heartland and coastal regions of the state. As a memento of their visit, all 547 tour operators attending the convention were presented with a CD featuring "North Carolina Itineraries." Approximately 80 itineraries from across the state were included on the CD, allowing operators to view itineraries by region, city and theme.

FILM UPDATE

NC FILM OFFICE HONORED AT CALIFORNIA MOVIE INDUSTRY CONFAB

Veteran movie producer Martha DeLaurentiis recognized the North Carolina Film Office and its director, Bill Arnold, in her keynote address at the 27th annual meeting of the Association of Film Commissions International, October 14, in San Diego. DeLaurentiis credited the efforts of Arnold and the Film Office for convincing her husband and producing partner, film industry icon Dino DeLaurentiis, to build a major studio complex in Wilmington 20 years ago. DeLaurentiis produced 17 feature films at the Wilmington studio complex in the 1980s, including *Year of the Dragon*, *Silver Bullet*, *Manhunter*, *Maximum Overdrive*, *Cat's Eye* and *Firestarter*. The nine-studio complex, now owned and operated by EUE Screen Gems from New York, has long been the envy of other states looking to jump-start their own film recruitment programs. Screen Gems is currently the home of the WB Network series, "One Tree Hill." For more information about North Carolina's film industry, visit the NC Film Office web site at www.ncfilm.com.

INAUGURAL ASHEVILLE FILM FESTIVAL A SUCCESS

Thanks to efforts of local and national film professionals and the Asheville Film Commission, the inaugural Asheville Film Festival successfully got off the ground in early November. The festival featured over 150 films, including an entry by director Ang Lee (*The Hulk*, *Crouching Tiger, Hidden Dragon*), and brought in substantial revenue for the Asheville area. For more information on the festival, go to www.ashevillefilmfestival.com.

NC DIVISION OF TOURISM WINS TWO STS SHINING EXAMPLE AWARDS



Chris Mackey and Lynn Minges accept one of two Shining Example awards won by the Division at the Southeast Tourism Society's annual awards banquet.

The NC Division of Tourism won two of the Southeast Tourism Society's prestigious Shining Example Awards: one for "Visual Excellence" (Photography) and one for "Regional/State Organization of the Year" (Public). The "Visual Excellence" award was given for the scenic photography presented in the Division's "Brand Image" advertising campaign, which included three ads featuring Roan Mountain, Hammock's Beach State Park, Badin Lake and the Yadkin Narrows Reservoir. The "Regional/State Organization of the Year" award was given to the Division based upon an integrated overall program that included advertising, the travel guide, the VisitNC.com web site and the "Discover the State You're In" campaign.

DIVISION 2004 PUBLICATIONS NOW AVAILABLE

The NC Division of Tourism announced recently that the 2004 Official North Carolina Travel Guide, the 2004 Official Golf Guide and the Division's bi-annual Calendar of Events are now available at any of the state's nine Welcome Centers and can be ordered online at www.visitnc.com, or by calling 1-800-VISIT NC. The publications feature accommodations, attractions, golf courses and thousands of events across the state. For more information, contact Publications Director Chip Bremer, at 919-733-8302, or by email at cbremer@nccommerce.com.



NEARLY \$130,000 IN GRANTS AWARDED

State Commerce Secretary Jim Fain announced nearly \$130,000 in matching funds grants were awarded to 27 tourism-related initiatives across the state. The matching funds grant program is designed to assist in promotional activities for destination marketing organizations and other tourism-related promotional entities. Funding levels vary depending on the county's economic distress ranking. Eligible applicants include: destination marketing organizations, local government agencies and non-profit organizations with a tourism focus. A complete list of the 2003 grant recipients is available on the web at www.nccommerce.com/tourism/grants. For more information on the Division of Tourism's grant program, contact Sherrill Normann at 919-733-7501, or at snormann@nccommerce.com.



*Governor Easley and the First Lady, along with Lynn Minges, previewed the newest book, **Carolina Prayer**, produced by Bernie Mann and Mann Media.*

NC TRAVEL TRACKER: THIRD QUARTER 2003

The 2003 Third Quarter report shows that while visits to Top 25 Attractions and Regional Welcome Centers are down from the third quarter last year, modest gains have been made in Hotel/Motel Occupancy, Revenue Per Available Room, State Welcome Center visitation and State Parks attendance. The mountain region posted some of the quarter's biggest increases, including a 6.5 percent gain in State Park attendance and a 16.2 percent gain in Welcome Center attendance, indicating the continued impact of the opening of the new I-26 West Welcome Center in Madison County.

Categories	Third Quarter 2003	% +/- Previous Third Quarter
Top 25 NC Attractions	17,579,789	-6.5%
Airport Deplanements	4,540,383	-2.2%
Airport Enplanements	4,528,358	-2.1%
Hotel /Motel Occupancy	60.3	2.3%
Average Daily Room Rate	\$68.08	0.0%
Revenue Per Available Room	\$41.09	2.2%
Welcome Centers	2,552,776	0.9%
Regional Visitor Centers	1,673,690	-11.5%
State Parks	4,220,469	1.2%

The North Carolina Division of Tourism, Film and Sports Development is committed to a high level of communication with the taxpayers of North Carolina, the North Carolina travel industry and related businesses, and the traveling public. We encourage you to share this publication with other members of your staff and community.

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2004 CALENDAR OF MEETINGS AND SPECIAL EVENTS

EVENT

DATE

LOCATION

JANUARY 2004

Manchester Holiday Show	Jan. 16-18, 2004	Manchester, England
American Bus Association's Marketplace	Jan. 16-20, 2004	New York, NY
Glasgow Holiday Show	Jan. 23-25, 2004	Glasgow, Scotland
Bournemouth Holiday Show	Jan. 30-Feb. 1, 2004	Bournemouth, England
NC Motorcoach Association Annual Meeting	Jan. 31-Feb. 2, 2004	Asheville, NC

FEBRUARY 2004

NC Sales Mission	Feb. 9-12, 2004	Toronto, Canada
NCACVB	Feb. 12-13, 2004	Burlington, NC
Meeting Professionals International-PEC	Feb. 19-20, 2004	Raleigh, NC
STS Congressional Summit	Feb. 23-25, 2004	Washington, DC
American Film Market	Feb. 25-Mar. 3, 2004	Santa Monica, CA
Travel South USA's Marketplace	Feb. 28-Mar. 3, 2004	Mobile, AL
Toronto Golf Show	Feb. 28-Mar. 2, 2004	Toronto, Canada

MARCH 2004

Ottawa Golf Show	Mar. 12-14, 2004	Ottawa, Canada
ITB	Mar. 12-16, 2004	Berlin, Germany
STS Spring Meeting	Mar. 20-23, 2004	Memphis, Tennessee
NTA Tour Operator-Spring Meeting	Mar. 24-28, 2004	Little Rock, AR

APRIL 2004

STS Canadian Express	April 2004	Toronto, Canada
NCACVB	Apr. 1-2, 2004	Williamston, NC
NC Governor's Conference on Tourism	Apr. 5-7, 2004	Charlotte, NC (Westin)
Meeting Professionals International – Carolinas Chapter	Apr. 15-16, 2004	Rock Hill, SC (Trade-show)
International Pow Wow	Apr. 24-28, 2004	Los Angeles, CA

MAY 2004

North Carolina Tourism Day	May 11, 2004	Raleigh, NC
National Tourism Week	May 8-16, 2004	Nationwide

JUNE 2004

NCACVB-Annual Meeting	June 3-4, 2004	Greensboro, NC
Meeting Professionals International – Carolinas Chapter	June 3-4, 2004	Myrtle Beach, SC (Annual Meeting)
Association Executives of NC Annual Meeting	June 13-15, 2004	Asheville, NC
STS Summer Board Meeting	June 19-21, 2004	TBA